

## Message Text

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42

ACTION CU-03

INFO OCT-01 EUR-12 ISO-00 USIA-06 /022 W

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R 090842Z JUL 75

FM AMEMBASSY WARSAW

TO SECSTATE WASHDC 5926

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FOR CU/EE

E.O. 11652: N/A

TAGS: OEXC, PL

SUBJECT: NYU MANAGEMENT GAME: TRAVEL OF MYRON URETSKY

REF: STATE 148250

1. PROFESSORS MYRON URETSKY, STEVEN SHULMAN AND MARTIN HOLLY, FROM THE NEW YORK UNIVERSITY (NYU) GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, VISITED WARSAW JULY 3-5 FOR CONSULTATIONS WITH EMBASSY OFFICERS AND VICE MINISTER OSTAPCZUK AT THE IDKKAP CONCERNING THE "MANAGEMENT GAME" WHICH NYU CONDUCTS WITH THAT ORGANIZATION. URETSKY SAID THAT HIS DISCUSSIONS HAD GONE WELL WITH IDKKAP AND THAT THEY WOULD BE "...CONTINUING AND EXPANDING THE GAME".

2. WE DISCUSSED THE FUTURE OF MANAGMENT STUDIES IN POLAND WITH URETSKY ON JULY 3 SHORTLY AFTER HIS ARRIVAL AND ON JULY 4 DURING THE AMBASSADOR'S JULY 4 RECEPTION WHICH URETSKY AND HIS PARTY ATTENDED, INFORMING HIM OF THE REQUEST OF THE MINISTRY OF HIGHER EDUCATION, SCIENCE AND TECHNOLOGY FOR FULBRIGHT LECTURERS IN THIS FIELD. URETSKY THINKS IT IS TOO LATE TO RECRUIT ACADEMICIANS WHO WOULD BE ABLE TO BEGIN THEIR WORK HERE IN OCTOBER. WE ASSURED HIM THAT WE HAD INFORMED THE MINISTRKY THAT WE PROBABLY COULD NOT FILL THESE POSITIONS BECAUSE THE NORMAL REQUEST AND SPECIFIC INFORMATION ABOUT THE POSITIONS WERE RECEIVED SO LATE. URETSKY SAID THAT HE WOULD CONTACT A FEW COLLEAGUES IN THE U.S. ON HIS RETURN IN

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AN EFFORT TO ASSIST OUR RECRUITING EFFORTS. HE SPECIFICALLY

MENTIONED ILLINOIS UNIVERSITY AS A POSSIBLE SOURCE, NOTING  
THAT ITS GRADUATE SCHOOL OF BUSINESS HAS A SPECIFIC INTEREST  
IN INTERNATIONAL MANAGEMENT PROGRAMS.

3. URETSKY SUGGESTED THAT IT MIGHT BE POSSIBLE TO CONVINCE  
ONE OF THE AMERICAN COMPANIES WHICH IS CURRENTLY OPERATING IN  
POLAND TO ASSIGN ONE OF THEIR MANAGEMENT SPECIALISTS TO A  
POLISH INSTITUTION FOR AN ACADEMIC YEAR. WE AGREE THAT  
THIS MIGHT BE A POSSIBILITY BUT BELIEVE THAT THE POSITIONS AT

WROCLAW AND WARSAW POLYTECHNICS SHOULD BE FILLED BY ACADEMICIANS  
AT THE OUTSET OF THESE NEW PROGRAMS. IT MAY BE POSSIBLE TO WORK  
OUT SUCH AN EXCHANGE WITH AN AMERICAN COMPANY AT A LATER  
DATE, BUT THE INITIAL CONTACT SHOULD BE MADE BY AN AMERICAN  
ACADEMICIAN IN EACH INSTANCE. IN THE EVENT THAT WE ARE NOT  
ABLE TO FILL THESE POSITIONS IN OCTOBER, WE WOULD HOPE  
TO FILL THEM FOR THE BEGINNING OF THE SECOND SEMESTER IN  
JANUARY OF 1976.

4. WE BRIEFLY DISCUSSED THE POSSIBILITY OF URETSKY UNDERTAKING  
A SURVEY OF MANAGEMENT ACTIVITIES IN EASTERN EUROPE. SUCH AN  
AREA-WIDE STUDY MIGHT BE OF SOME USE TO THE DEPARTMENT.  
THE EMBASSY IS SPECIFICALLY INTERESTED IN A SURVEY OF  
U.S. MANAGEMENT ACTIVITIES CURRENTLY IN PROGRESS IN POLAND.  
WE ARE AWARE OF THE IREX AND CU ACTIVITIES IN THIS FIELD AND  
FEEL THAT A COMPLETE LISTING AND EVALUATION OF MANAGEMENT  
PROGRAMS IN PROGRESS HERE WOULD BE OF USE TO US IN DECIDING  
WHICH PROGRAMS WE WISH TO SUPPORT, GIVEN OUR LIMITED RESOURCES  
FOR ACTIVITIES IN THIS FIELD. GIVEN HIS EXPERIENCE AND THE  
REGARD IN WHICH HE IS HELD AMONG HIS POLISH CONTACTS, WE FEEL  
THAT URETSKY WOULD BE WELL SUITED TO UNDERTAKE THIS STUDY IN  
POLAND.

DAVIES

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## Message Attributes

**Automatic Decaptoning:** X  
**Capture Date:** 01 JAN 1994  
**Channel Indicators:** n/a  
**Current Classification:** UNCLASSIFIED  
**Concepts:** n/a  
**Control Number:** n/a  
**Copy:** SINGLE  
**Draft Date:** 09 JUL 1975  
**Decaption Date:** 01 JAN 1960  
**Decaption Note:**  
**Disposition Action:** RELEASED  
**Disposition Approved on Date:**  
**Disposition Authority:** greeneet  
**Disposition Case Number:** n/a  
**Disposition Comment:** 25 YEAR REVIEW  
**Disposition Date:** 28 MAY 2004  
**Disposition Event:**  
**Disposition History:** n/a  
**Disposition Reason:**  
**Disposition Remarks:**  
**Document Number:** 1975WARSAW04280  
**Document Source:** CORE  
**Document Unique ID:** 00  
**Drafter:** n/a  
**Enclosure:** n/a  
**Executive Order:** N/A  
**Errors:** N/A  
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**Line Count:** 94  
**Locator:** TEXT ON-LINE, ON MICROFILM  
**Office:** ACTION CU  
**Original Classification:** LIMITED OFFICIAL USE  
**Original Handling Restrictions:** n/a  
**Original Previous Classification:** n/a  
**Original Previous Handling Restrictions:** n/a  
**Page Count:** 2  
**Previous Channel Indicators:** n/a  
**Previous Classification:** LIMITED OFFICIAL USE  
**Previous Handling Restrictions:** n/a  
**Reference:** 75 STATE 148250  
**Review Action:** RELEASED, APPROVED  
**Review Authority:** greeneet  
**Review Comment:** n/a  
**Review Content Flags:**  
**Review Date:** 10 JUN 2003  
**Review Event:**  
**Review Exemptions:** n/a  
**Review History:** RELEASED <10 JUN 2003 by izenbei0>; APPROVED <20 OCT 2003 by greeneet>  
**Review Markings:**

Margaret P. Grafeld  
Declassified/Released  
US Department of State  
EO Systematic Review  
06 JUL 2006

**Review Media Identifier:**  
**Review Referrals:** n/a  
**Review Release Date:** n/a  
**Review Release Event:** n/a  
**Review Transfer Date:**  
**Review Withdrawn Fields:** n/a  
**Secure:** OPEN  
**Status:** NATIVE  
**Subject:** NYU MANAGEMENT GAME: TRAVEL OF MYRON URETSKY  
**TAGS:** OEXC, PL, US, (URETSKY, MYRON), (SHULMAN, STEVEN), (HOLLY, MARTIN)  
**To:** STATE  
**Type:** TE  
**Markings:** Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 06 JUL 2006